transmitted hack to the content advertisement system to provide feedback, research information, and for billing purposes.

According to another variation on use of the system, an advertiser may be charged a "click through" based on tracking of the user activity. As discussed above, the click through could be charged even if the user does not actually click through to the advertiser's web site. For example, if an advertiser does not have a web site, the advertiser could still participate in the system by agreeing that expansion of the advertisement from a first display format to a second display format would be deemed a billable event, that a predetermined amount of time viewing the second display format comprised a billable event, that selection of any of the menu options comprised a click through, or any other basis for tracking the use of the morphing advertisement by a user. In such a way, an advertiser that does not have a web site could still participate in a pay for performance advertisement system by filling out information such as that depicted in FIG. **11** and having a relatively useful graphical interface by which potential customers can learn more about the advertiser and/or its products. Also, even if the company that is advertising does have its own website, the advertising listing system may decide to charge a billable event if an end user performs a certain predetermined number of activities with regard to the morphing ad, views the second display format for a predetermined period of time, selects one or more of the menu options, or any other basis for charging for a click through. It should be understood that charging is optional by the system but in various iterations of this system, charging based on activities other than a click through could be executed by the system.

In another example, one or more morphing advertisements may be associated with an ad group involving a group of advertisements. For example, the group of advertisements may include non-graphical, text-only or other advertisements associated with the same (or related) advertiser that created the morphing advertisement. Other methods for grouping advertisements may be applied. This ad group may be triggered using common criteria (e.g., the same (or related) keywords, subject matter or concepts, etc.). An advertiser may use a single interface to manage various advertisements (e.g., text-only advertisements, graphical advertisements, other rich media advertisements including audio and/or visual information, and other advertisements). Additional examples of managing online advertising by associating two or more keywords with an advertisement and associating a bid, collectively, with the two or more keywords are discussed in U.S. patent application Ser. No. 10/340,193, filed on Jan. 10, 2003, entitled "Pricing Across Keywords Associated with One or More Advertisements," which is incorporated by reference herein in its entirety.

While the foregoing description includes details and specificities, it should be understood that such details arid specificities have been included for the purposes of explanation only, and are not to be interpreted as limitations of the present invention. Many modifications to the embodiments described above can be made without departing from the spirit and scope of the invention, as it is intended to be encompassed by the following claims and their legal equivalents.

What is claimed is:

1. A method comprising:

providing, by the one or more processors to an application executing on a client computing device, for display, a second content item for display on a first information resource including a first content item occupying a first area on the information resource, the second content item occupying a second area on the information resource and including an actionable object, the second content item including a script configured to cause the client computing device to present a third content item within a third area of the information resource without causing the application to navigate the application from the first information resource to a second information resource;

receiving, by the one or more processors, a request responsive to an action performed on the actionable object of the second content item, the request including an indication to present the third content item in a third area of the information resource; and

providing, by the one or more processors to the application executing on the client device, instructions to cause the client device to execute the script included in the second content item to modify the information resource to display the third content item in the third area of the information resource without causing the application to navigate to a second information resource.

2. The method of claim **1**, wherein the action comprises a mouse-over of the second content item.

3. The method of claim **1**, wherein the actionable object comprises a word or an icon.

4. The method of claim **1**, wherein the third content item is displayed adjacent to the second content item.

5. The method of claim **2**, wherein the third content item is displayed in the information resource such that the first content item is not shown.

6. The method of claim **1**, wherein the third content item comprises additional information about the second content item.

7. The method of claim **1**, wherein the third content item comprises an image or an image reference.

8. A non-transitory computer-readable storage medium storing instructions which, when executed by one or more processors, cause the one or more processors to perform operations comprising:

providing to an application executing on a client computing device, for display, a second content item for display on a first information resource including a first content item occupying a first area on the information resource, the second content item occupying a second area on the information resource and including an actionable object, the second content item including a script configured to cause the client computing device to present a third content item within a third area of the information resource without causing the application to navigate the application from the first information resource to a second information resource;

receiving a request responsive to an action performed on the actionable object of the second content item, the request including an indication to present the third content item in a third area of the information resource; and

providing to the application executing on the client device, instructions to cause the client device to execute the script included in the second content item to modify the information resource to display the third content item in the third area of the information resource without causing the application to navigate to a second information resource.

9. The non-transitory computer-readable storage medium of claim **8**, wherein the action comprises a mouse-over of the second content item.